

ABSTRACT

The very rapid development of technology has influenced the business world, including the increasing online fashion business. So business people are faced with designing marketing strategies via the internet or digital marketing to attract consumers and increase purchasing decisions. There are many factors that influence purchasing decisions, including viral marketing and brand awareness.

This research aims to find out how much influence viral marketing and brand awareness have on purchasing decisions at the GnJ Store in Jakarta.

The method used in this research is a descriptive and causal quantitative method. This research was distributed using a questionnaire to GnJ store consumers who had made purchases on Tiktok, totaling 115 respondents. The sampling technique used was non-probability sampling, purposive sampling method and processed using multiple linear regression analysis techniques.

The results of this research show that viral marketing, brand awareness and purchasing decisions at the GnJ Store are in the very good category. Apart from that, the results of regression analysis research show that viral marketing and brand awareness have a significant positive effect on purchasing decisions both partially and simultaneously with an influence value of 62% and the rest is influenced by other research.

Keywords: Viral Marketing, Brand Awareness, Purchase Decisions.